

SMART ENERGY SOLUTIONS POSTS SALES VOLUME SURGE

Company cites aggressive marketing results, high international sales as good indication of future prospects

CLIFTON, NJ – November 20th, 2006 — Smart Energy Solutions, Inc. (NASDAQ:OTC Bulletin Board: SMGY), manufacturer of Battery Brain, a highly innovative electronic auto accessory, announced today that during the period of October through November, 2006, it sold more than 38,000 units of the its Battery Brain product to major North American automotive retail companies. The sales volume significantly exceeded the its sales volume for the nine month period ended September 30, 2006.

“We’ve filed an 8K statement, but it’s important for our investors and others in the market place who are following our company to know how dramatically our sales have increased,” noted Ed Braniff, Chief Financial Officer of Smart Energy Solutions. “We’ve put more product into the retail automotive distribution network during the past 45 days than we have all year. We think that’s a very positive sign for our company as it relates to future growth activity.”

The company attributes the surge in sales volume to increased orders from retail distributors. While this is not the first time Smart Energy Solutions has recorded such concentrated periods of intensive activity, it is noteworthy in light of the current level of uncertainty in the automotive industry.

Battery Brain easily installs onto the battery of a regular or custom car, truck, SUV, van, or RV and uses a unique electronic technology to ensure the battery always maintains enough power to start the engine. Current official distributors for Battery Brain are located in Israel, Italy, the Netherlands, United Kingdom and Canada.

About Smart Energy Solutions

Smart Energy Solutions, Inc. (OTC Bulletin Board: SMGY; Berlin: UBM.BE; Frankfurt: UBM.F) is the sole owner of the Battery Brain line of vehicle accessory products. The company is headquartered in Clifton, NJ, with operations in Zhuhai, China, Milan, Italy, Petach Tikva, Israel and Clifton, NJ. Visit www.batterybrain.com and www.smgy.net.

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Forward-Looking Statements:

This press release contains forward-looking statements, particularly as related to, among other things, Smart Energy Solution's future operations. The words or phrases "would be", "will allow", "intends to", "may result", "are expected to", "will continue", "anticipates", "expects", "estimate", "project", "indicate", "could", "potentially", "should", "believe", "considers" or similar expressions are intended to identify "forward-looking statements." Actual results could differ materially from those projected in the forward-looking statements as a result of a number of risks and uncertainties. Such forward-looking statements are based on current expectations, involve known and unknown risks, reliance on third parties, and other factors that may cause Smart Energy Solution's actual results, performance or achievements, or developments in its industry, to differ materially from the anticipated results, performance or achievements expressed or implied by such forward-looking statements. Factors that could cause actual results to differ materially from anticipated results include risks and uncertainties related to our ability to generate any sales or positive revenues in the markets described above, general economic conditions and other factors that are detailed in Smart Energy Solution's Quarterly and Annual Reports and other documents Smart Energy Solution files with the Securities and Exchange Commission. Statements made herein are as of the date of this press release and should not be relied upon as of any subsequent date. The Company cautions readers not to place undue reliance on such statements. Smart Energy Solutions does not undertake, and specifically disclaims any obligation, to update any forward-looking statements to reflect occurrences, developments, unanticipated events or circumstances after the date of such statement. Actual results may differ materially from Smart Energy Solution's expectations and estimates.

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